

Message Text

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ORIGIN COME-00

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EUR/EE:ED SEGALL

USIA:CALLOWAY (INFO)

EB/EWT:SHAAS

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P 022109Z JUL 74

FM SECSTATE WASHDC

TO AMEMBASSY SOFIA PRIORITY

AMEMBASSY VIENNA PRIORITY

UNCLAS STATE 142986

E.O. 11652: NA

TAGS: BEXP, AU, BU

SUBJECT: PLOVDIV FAIR - CPS AND STEIGER PARTICIPATION

VIENNA FOR EWTC

1) THOMAS KISS, PRESIDENT OF CPS, AND ALAN GOLBERG, INT'L MGR. OF STEIGER TRACTOR, NOW IN EUROPE AND WILL VISIT BULGARIA AS WELL AS VIENNA. THESE FIRMS PLANNING JOINT PARTICIPATION.

2) DURING TELCON TODAY WITH LEN ODDE OF STEIGER AND MAIMONES OF CPS THEY STATED THAT APPROXIMATELY 150 SQ. METERS WILL BE NEEDED.

3) ADVISE, WHEN AND IF EMBASSIES VISITED, THAT WE HAVE ABOUT 90 OUTDOOR SQ METERS AVAILABLE FOR STEIGER
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TRACTOR AND OTHER EQUIPMENT AND ABOUT 50 SQ. METERS INDOORS

FOR CPS NEAR EXIT TO STEIGER OUTSIDE PLOT. INDOOR AREA CAN BE SHARED BY BOTH FOR VISUAL DISPLAY ETC. PRICES DOLS 45/SQ METER OUTDOORS AND DOLS 85/ PER SQ. METER INDOORS INCLUDES DESIGN, SET UP, MARKETING, ETC.

4) PLEASE EXPLAIN URGENCY INVOLVED OUR OBTAINING PA'S AND CHECKS SOONEST AS WE ARE NOW AT DESIGN DEADLINE. SISCO

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